Yahia Hassan

yegtrading@gmail.com • LinkedIn • Website • Cairo, Egypt | Open to Onsite & Remote in Qatar, UAE, KSA | Remote in Egypt | Hold US / Egypt Passports & UAE ID

PROFILE

Group PM / Head of Product with 9+ years leading data and AI product strategy across sports analytics, marketplace, and SaaS platforms. Track record of **0-to-1 product creation**, platform consolidation generating **$700K+ in annual cost savings**, and owning roadmaps for products driving **$11M ARR**. Proven ability to build and develop PM teams, align engineering and commercial stakeholders, and translate ambiguous business goals into executable strategy. Thrives leading platform or data products where the product *is* the data or data drives the value.

PRODUCT LEADERSHIP EXPERIENCE

Senior Product Manager — Internal Sports Data Generation Platforms *Sep 2020 – Present*
Hudl (acquired StatsBomb) | Remote - Cairo, Egypt

Hudl is a global technology company specializing in sports performance and analytics, helping teams to improve their performance through data-driven insights.

- **Principal PM** for two customer-facing data generation platforms (global football & American football) underpinning **$9M and $2M ARR** respectively, sold to 300+ clubs and federations via subscription and API.
- **Drove $700K/year in combined cost savings** via two strategic consolidation programmes: (1) retired legacy global football platform with zero customer disruption — **$400K/year saved**; (2) unified duplicate StatsBomb/Wyscout data workflows post-acquisition — **$300K/year saved**.
- **Built and developed the PM function**: hired and onboarded 2 PMs, mentored 3 across the organisation; led cross-functional team of 6 engineers, 1 EM, 1 designer, 1 QA, and 1 APM.
- **Built American football data product from 0 to 1**: co-defined data spec and roadmap with commercial leadership; drove accuracy from **60% to 95%** over 2.5 years through validation rule design, UX workflow redesign, and CV model integration. Enabled expansion into a new market.
- **Cut match data generation time by 50%** (24 to 12 person-hours per match): reduced per-match cost from ~$72 to ~$36 through UX improvements to collection and QA flows, sport-specific validation rules, and automated quality checks.
- Integrated tracking data with event data, delivering richer match intelligence to customers and expanding the product's analytical surface area.
- Collaborated with ML engineers on computer vision and homography model evaluation; defined edge-case criteria (occlusions, camera-angle variability) and drove iterative accuracy improvements into production.
- Partnered with commercial leadership to align roadmap priorities with revenue targets and customer commitments across two product lines.

Lead Product Manager — Web and Mobile Products *Jun 2020 – Sep 2020*
dubizzle / OLX MENA | Remote - Cairo, Egypt

Dubizzle (OLX MENA) is a leading e-commerce marketplace in Europe and MENA.

- Delivered Pay & Ship (delivery + payment) feature across web and mobile for Egypt and Lebanon.
- Coordinated engineering and design to improve checkout and listing flows.

Product Manager & Head of New Business Lines *Jan 2019 – Mar 2020*
Basharsoft (WUZZUF) | Office - Cairo, Egypt

Basharsoft develops innovative, web-based, online employment marketplaces and platforms.

- **Led strategic assessment for C-suite** to select the company's next business line: designed a crowd-sourced scoring framework against agreed criteria, conducted financial modelling (TAM/SAM/SOM, revenue projections), and produced the recommendation that shaped the company's strategic direction for the next year.

- Owned product lifecycle for the 0-to-1 online learning marketplace initiative, from discovery through beta planning.

Co-Founder & Head of Product *Aug 2017 – Jan 2019*
Controlcast, Inc. | Remote - Cairo / Amman / Dubai
Controlcast offered a self-service advertising solution for digital out-of-home advertising from 2017 to 2022.
- **0-to-1 co-founder**: defined product strategy, led discovery, and executed full product lifecycle for a self-service digital OOH advertising SaaS platform reaching **2,000+ customers and $250K+ GMV/year**.
- Secured **$200K SAFE Note** from StartupBootcamp.
- Established best practices in agile development, CI/CD pipelines, and cloud infrastructure from scratch.

EARLIER EXPERIENCE

Technical Manuals Office Engineer / QHSE Reporting Engineer *Mar 2014 – Aug 2017*
Parsons | Office - Doha, Qatar
- Authored standards impact assessment aligning **30+ subprojects** across a **$45B+ infrastructure program**.
- Implemented QHSE analytics platform and audit system capturing **5,000+ monthly** quality checks with KPI dashboards.
- Developed and maintained the master process/policy manual for all workstreams.

Lead Market Research Analyst *Jun 2006 – Mar 2014*
Global Marketing & Consulting | Office - Gainesville, FL / Remote - Cairo, Egypt
- Defined project scope, objectives, and deliverables; performed primary interviews, surveys, financial modelling, and risk analysis.
- Synthesized findings into professional feasibility studies and client-facing reports with data-backed recommendations for clients making decisions on **multi-million dollar industrial projects.**

AI & TECHNICAL SKILLS

- **Agentic workflows**: Designed and shipped internal agentic system automating Jira story writing and evaluation. Understand agent skills and use of MCPs.
- **API & coding**: Use Claude Code, Gemini CLI, Opencode and coding agents for automation; proficient in SQL, R.
- **Rapid prototyping**: Replit, Lovable, Bolt, Google Stitch, Pencil, Figma, for fast product prototyping.
- **Research & synthesis**: Claude Code, Perplexity, Manus, ChatGPT Deep Research, NotebookLM for internal doc retrieval. Obsidian for a second brain and collaboration with coding agents and LLMs.
- **AI product strategy**: Experienced defining model accuracy KPIs, and translating ML outputs into product requirements.
- **Languages**: Native English, Functional Arabic.

EDUCATION

Master's Degree, International Business *Aug 2004*
University of Florida | Gainesville, FL

Bachelor of Science, Business Administration - Management *Dec 2002*
University of Florida | Gainesville, FL